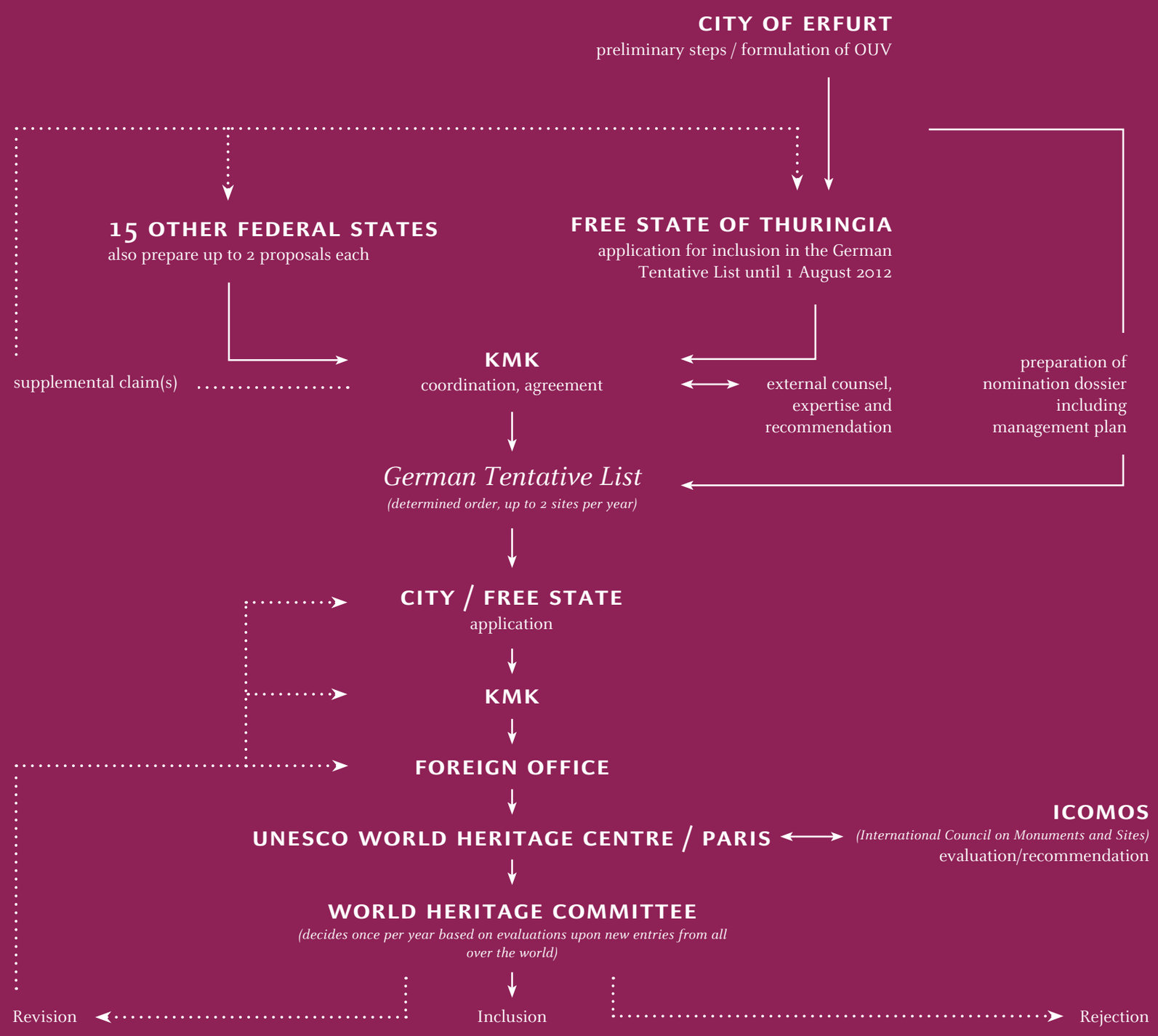The Process of Becoming a World Heritage Site